

AMTRAK SPECIAL PROMOTION

Worksite Promotion Ideas

- Pick one day during Rideshare Week and reward all your employees who used a smart commute with a free companion coupon.
- Start a Rideshare Week referral program. Ask your existing smart commuters to recruit employees. Reward all recruits and recruiters with a free companion coupon.
- Hold a recognition event for all your smart commuters after Rideshare Week. Present everyone with a certificate of appreciation and a companion coupon.
- Put all the names of your smart commuters into a hat and pull the name of a free companion coupon winner everyday during the month of October.
- Stand at your worksite bus stop or parking lot, and greet all of your smart commuters with coffee and a free companion coupon.

Sample Email

When you try a smart commute choice during Rideshare Week, you could earn a free companion ticket for round-trip travel to any Amtrak Cascades destination.

It's that easy.

If you like relaxing in the passenger seat, you'll love the plush new Amtrak Cascade trains with service from Vancouver, BC to Eugene, Oregon and everywhere in between.

So ride the bus, ride or drive with someone else, work from home, ride a bicycle, walk to work, compress your work week or ride the train. All qualify you to win, and all make for a less stressful commute.

For more information about how you could earn a free companion coupon, reply to this e-mail or call me at [PHONE NUMBER].

This special promotion is sponsored by:



Relax.
There's more than one way to get there.



RIDESHARE WEEK 2002

<http://www.wsdot.wa.gov/partners/wsro/rideshare/>

